THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Some Feeble Fireworks are ripe in the Valley of the Moon

Youall glad to have your Moonbeams again? Because of a little tunk on the shin, we were put out of commission for two whole weeks —a vacation without any pay—but we're darned glad to be back on the job. Tell you all about our travail, but 'way back on the inside pages.

Nothing causes more accidents in this country than the other fellow. VALLEY WATCH REPAIR, Boyes. Watch bands. Repairs.

Had a lot of notes ahead of us, things going on and coming up, but they had to go in the wastebasket when they became all stale and untimely. If this issue isn't up to snuff, blame us, and we promise improvement pronto.

RICHFIELD SERVICE, Plaza corner, Boyes. Complete car service, friendly but not forward. Bud Delaney, Proprietor.

The really "big" holiday is just ahead, middle of the week July 4. Authorities disagree as to whether this will mean more or less traffic deaths; we'll have the answer about July 5.

Hereabouts every resort owner is finishing his preparations for the largest crowds of the 1956 season. They all expect to be swamped, but they're ready to handle the visitors.

No special events have been listed here or anywhere near, tho Kenwood again will have its hometown Fourth celebration, which grows in popularity each year.

DANCE Saturday nights and Sunday afternoons at famed LITTLE SWITZERLAND, El Verano. Genuine Swiss atmosphere.

Although we've missed two issues, our volume number is 51 anyway. Would have had 53, quite unusual, but there WERE 53 Fridays since Moonbeams was launched July 1 last year . Happened with us just once before in our 97 years as a newspaperman.

It's SONOMA FURNITURE MART for the best in furniture. We'll trade, too. A big floorful for your selection. Drop in and look.

Rozario's Palms Inn has blossomed out with a new swimming pool and nightly entertainment on the Hammond organ. George Scrimger is the artist, and he's good!

RUSTIC INN, Glen Ellen. An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!

We'll have to go along with Secretary Wilson in his sizeup of the defense situation for the U.S. He does speak out rather ineptly at times, but you must remember he's a businessman, not a politician, and his words are not of the weasle variety so commonly used by most of his critics. But President Ike might do well to get rid of Dulles, Stassen and a few others of high rank but of dubious value.

EL DORADO HOTEL, Sonoma. Italian food at its best. Club dinners and banquets. Varied menu—all good. Cocktails.

Local Merchants' association is planning a more-than-one-day celebration for late July or early August—Jack London Days. It's a great idea, the timing is right, and just maybe this is the long-awaited really big celebration so badly needed here—when the whole community joins in staging the event and the place gets on the map for at last one outstanding yearly claim to fame.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

What with doctor's orders and a voluntary weight-reducing program we've now lost about 15 pounds. So you skinny ones below 200 prepare to welcome a newcomer before very long. Maybe we'll go all the way down to about 195.

DONOVAN'S IRISH INN, opp. Bath House. Short orders, wine, beer. Corned beef sandwiches daily, dinners on weekends.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

Remember we told you about a couple from Portland who vacationed at Mission Inn. They liked the inn, the restaurants, the garage service, and also Moonbeams, sending in two subscriptions. Now they've added two more, and write "We're enjoying our copies."

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

Two men named Wood and Stone were standing on a corner. A pretty girl walked by. Wood turned to Stone, Stone turned to Wood. Then they both turned to rubber and she turned into a drug store.

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

We asked "Here's the Answer" what is meant by "geophysical year." The answer: "Geophysical is a combination of sciences treating of the agencies which modify earth movements, that is, dynamical geology and physical geography, and in turn is used in the measurement of time." So we still don't exactly know what is meant by a geophysical year.

BOYES VARIETY STORE. Headquarters for just about everything for the home, yard, garage. Cards. Gifts. Utensils.

SHOW PLACE OF GLEN ELLEN is the Amantes' "Town House Supper Club." Buffet Supper, Floor Show, Dancing, Cocktails.

We missed out on the Town House's grand opening, also missed the Lions installation banquet held there. Must have been a whale of an opening, but we'll still have to scout the place so you can get an honest-to-goodness report.

BOYES SPRINGS FOOD CENTER. You'll find your every food need here. Serve yourself, and pay less. Take-out license.

SONOMA MISSION INN, Boyes. Known nationwide as a standout hostelry, where good food, drinks and service are superb.

ALL ABOUT OUR OPERATION

Only there wasn't any operation, but the right ankle was baked moistly for two days under something that reminded us of a half-hollowed-out log. With lights.

Started with a little tunk on the shin, the kind we all get. Took a little skin off, but a bandaid should fix that, said we. Next day some pains started, second day worse, and third day couldn't stand on the foot. Ol' Doc finally said "hospital for you" for a coupla days.

Got eight shots in tender spots the first day, then some more. Started to heal, so came home. Even worked two hours.

Then it started. Penicillin apparently isn't for us, 'cause we broke out in sort of a rash—all over (and that means ALL over), like a spanked baby. Something like sunburn, only from the inside out.

Finally got that licked, are peeling like crazy, and probably are as good as ever.

NOW FOR SOME FURTHER NOTES, thunk up as we lay on our bed of pain. (Naw, there wasn't much pain at that.)

Meals were good. Coffee superb . Came in pots holding 1½ cups.

You could hear radios on all over the place. Rather soothing.

Second floor of hospital was 100 per cent male patients. Leon DeSimone, there for a little heart business, was termed the Maharajah, and the nurses all loved him. "All I have to do is snap a finger and they're there," he said.

It's a mighty friendly hospital, the nurses efficient and friendly, and it's a shame the new hospital couldn't have been built in the same vicinity. Though the hospital personnel will be glad when they get in their new building.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

THE COUNTRY NEWSPAPER

I am the friend of the family, the bringer of tidings from other friends; I speak to the homes in the evening of summer's vine-clad porch or the glow of the winter's lamp.

I help to make this evening hour; I record the great and the small, the varied acts of the days and weeks that go to make up life.

I am for and of the home; I follow those who leave humble beginnings; whether they go to greatness or to the gutter, I take to them the thrill of old days, with wholesome messages.

I speak the language of the common man; my words are fitted to his understanding. My congregation is larger than that of any church in my town; my readers are more than those in the school. Young and old alike find in me stimulation, solace, comfort. I am the chronicler of man's existence.

I am the word of the week, the history of the year, the record of my community in the archives of state and nation.

I am the lives of my readers.

I am the country newspaper.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

"Accidents will happen," says a rather noted commentator. "That's why there are so many kinds of salads."

YOU'LL SAVE by buying all your food needs at the WOODLEAF MARKET, Boyes. Prices always the lowest in the Valley.

MENDEL'S CAFE, Boyes Plaza. Noted for well cooked food, with quality mixed drinks, excellent service always. You'll like it.

POCKETS AND THINGS

A lot of fun has been poked at ladies' handbags. Often they do gather weird accumulations, but Dad needn't snicker—let him look in his own pockets, advises an Arkansas editor.

A leather manufacturer asked 75 businessmen to turn all of their pockets inside out, and here's a somewhat reduced inventory of what they disgorged:

"Cigarets or cigars; loose change and bills in a wallet or crumpled up; unmailed letters; keys; business cards, some from forgotten people; pens and pencils, frequently empty of ink or lead; checkbook; handkerchief; credit cards, comb, nail file, maybe a mirror, good luck pieces, ticket stubs, and baffling notes reading something like this: "Meet Jbxxx Mon. at Fzzis re Smgrna'."

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

A shoulder strap is a device for keeping an attraction from becoming a sensation.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

GEORGE'S MEATS, at Boyes Springs Food Center. Highest grade meats, cut to your order. Hot weather cold slices. Hot dogs, too.

WHEW!!! I've had a very busy day. Today my heart beat 103,389 times, my blood traveled 168 million miles, I breathed 28,040 times, I inhaled 438 cubic feet of air, I ate 3¼ pounds of food, drank 2.9 pounds of liquid, I perspired 1.43 pints, I gave off 85.6 degrees of heat and I generated 450 tons of energy. I spoke 4800 words, moved 750 major muscles, my nails grew .000046 inches, my hair grew .01714 inches and I exercised 7 million brain cells. No wonder I'm tired!

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FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

HAZEL'S HOUSE OF CHARM, 18375 Hwy. 12, Boyes. Cold waves, hair styling, tints, dyes. Paris license. Eves by appoint. WE 8-5829.

The first morning after the honeymoon, the husband got up early, went downstairs to the kitchen, and brought his wife her breakfast in bed. Naturally she was delighted. Then the husband spoke:

"Have you noticed just what I have done?"

"Of course, dear, every single detail," she answered.

"Good! That's how I want my breakfast served every morning after this."

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

A North Carolina editor has examined Life from A to Be. His conclusions recently were summed up thusly:

That catnaps are too good for cats.

That there is good in all politicians.

That gall is divided into three parts—republican, democratic and southern democratic.

That the Great Seal of the United States is actually a mammal.

That a stitch in time hardly saves anything at all anymore.

That watermelon is best eaten with a fork.

That the Scotch-Irish are the salt of the earth even if they have lived in this country for only a couple of hundred years.

That the quality of mercy is, too, strain'd.

That winters aren't as cold as they used to be but summers are hotter.

That Sherman was right.

That life is a trap.

That going to bed early and getting up early hasn't got anything to do with health, wealth or wisdom.

That some women are good drivers.

That postmasters in small towns don't read all the postcards.

That there are people out there—watching.

There it is and we'll stand by it, by jing.

SONOMA GOLF & COUNTRY CLUB. Clown room for after the game refreshments. Dine in our luxury room, overlooking pool.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

No man is master in his own house if his bedroom is painted pink.

THE IDLE HOUR, Hiway 12, at the "big curve." Jumbo deluxe hamburgers, short orders. Coors beer on draft. Drop in, won't you?

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

OLIVER'S DESERT RAT SCRAPBOOK IS 10 YEARS OLD

The Desert Rat Scrapbook of Thousand Palms is 10 years old.

Harry Oliver, editor of this unique contribution to theAmerican journalistic scene, is 10 years older too—he was 58 when he began the Scrap Book in the spring of 1946.

But, spry as ever, Oliver continues to produce his publication—the "only newspaper in America you can open in the wind."

"We, the paper, and I are happy," he told the Publishers' Auxiliary, "as we think we have spread happiness to thousands of desert folks as well as newspapermen."

In an early issue of the Scrap Book, Oliver published "Your Editor's Prayer," which read:

"Dear Lord: I only want you to go 50-50 with me. If you will keep me from getting greedy, I will try to give my 60,000 readers (Lord, I stretched it a little, but maybe three or four read some of the copies) —yes, I will promise to give them clean, good fun and fan their interests in the many wonderful things you have put out here in your desert."

Then, under two heads, he made his proposal:

"The Lord to Do: You're to keep me from making this paper a monthly, or adding more pages to it. You're to keep me from getting ambitious. I don't want to make money, I want to make these five pages better reading. You're to help me remember that the flattering mail comes because of your wonderful desert, not because of what I write about it.

"Me to Do: I will keep people interested in the plants, animals and the beauty of your desert. I will say nice things about the folks who love the desert and just not talk at all about those who don't understand it.

"I will be the best gol-dern publicity agent for your desert you ever had."

Today, Oliver says they both kept the agreement.

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

Pat: "Have you christened your new baby yet?"

Mike: "We have."

Pat: "An' what did you call it?"

Mike: "Hazel."

Pat: "Sure, and with 223 saints to name the kid after, ye had to go and name it after a nut."

OUR RESORT, El Verano. Draft beer on tap. Stein Club headquarters. Harvey and Melina on duty. Our mixed drinks are good.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

WHAT IS A CUSTOMER? A customer is the most important person ever in your office or store, in person or by mail. A customer is not dependent on you; you are dependent on him. A customer is not an interruption of your work, he is the purpose of it. You are not doing him a favor by serving him, he is doing you a favor by giving you the opportunity to do so. A customer is not an outsider to your business, he is a part of it. A customer is not a cold statistic, he is a flesh-and-blood human being with feelings and emotions like yours and with biases and prejudices. A customer is not someone to argue or match with with. Nobody ever won an argument with a customer. A customer is a person who brings you his wants. It is your job to handle them profitably to him and to yourselves. Let's take care of the customer.

SONOMA GROVE, Hiway 12. Italian food at its finest, but every-entre you may wish is here for you. Cocktail bar.

DENNY'S C O G CLUB, Boyes. Sportsmen gather here every day and evening. They feel at home. So will you.

VALLEY LANDSCAPE SUPPLIES, Hiway 12 in Caliente. Roy J. Johns, Proprietor. Gravel. Loam. Stone. Good advice, too.

The only things that children wear out faster than shoes are parents and teachers.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail $1.55 to P. O. BOX 398, EL VERANO, CALIF.

BOYES SPRINGS BATHHOUSE. Show place of the Valley. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking.